



Senior Innovation CHef – YVP Brands

job description



the finer details

Which site am I based at?

YVHQ

Which team am I a part of?

YVP Marketing

Who do I report to?

Head of Product - Brands

Who do I look after?

The YVP Culinary team

Team size?

2

Do you have responsibility for a budget?

No

qualifications & experience

Essential:

- Strong culinary background in broad spectrum of restaurant and manufacturing environments
- Strong knowledge of Food trends and applications.
- Success in holding inspiring and targeted innovation workshops
- Success in CPG food development, from product design through to scale-up.
- Strong interest and understanding of nutrition, diets and food policy.
- Understanding or experience of agriculture and it's impact on food quality and the environment.

the purpose of your role

To lead our Culinary innovation team and support our wider innovation teams in turning our demand strategies into inspiring and data-led physical concepts.

Consumer focused and backed by insight and aligning to our food, farming and culinary principles to unlock profitable growth in new category areas to expand Yeo Valley's brand portfolio. Driving the culture of food within the broader business to inspire co-owners and wow our retail partners with our culinary knowledge.

Key responsibilities:

- Provide and own the culinary support to our brand innovation teams with the creation of gold standard recipe benchmarks.
- Ensure direct team are well supported and feel they belong, have influence and have a future at Yeo Valley, through effective 1-1s and acting upon Yeo voice feedback through inspirational and transformative leadership.
- Work with wider development teams to create inspiring moments of food for our customers and co-owners – Identify and allocate resource to support the brand planning process, co-owner experience business objectives and customer experiences.
- Support the Head of Product to embed a culture that recognizes the value in well-designed, delicious, versatile food.
- Ensure our concept design is guided by our food, farming and establishing culinary principles and leads the way on sustainably sourced ingredients.
- Ensure the products we design and optimize represent great value and are as affordable as possible whilst ensuring the best possible quality.
- Lead and facilitate our Innovation workshops and ensure they are held with agreed regularity to feed the brand planning process and build library of ideas that can be actioned at pace.
- Embed an insight-led approach to product development, keeping pace with fast changing consumer needs and going after the big opportunities.

TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED



- Success in working closely with UK multiple grocers on own label and/or branded product development.
- Success in leading and developing product teams.
- Success in overseeing multiple projects across multiple timelines.
- Full UK driving licence
- Work collaboratively across teams and with a network of peers within multiple directorates to ensure new products are positioned around what consumers truly need, delivering value for Yeo Valley.
- Support the team in understanding of the importance consumer experience.
- Collaborate with external and internal customers to respond to change with more speed and precision than our competitors.
- Be a pivotal link between Technical and Procurement, exposing teams to new ingredients and flavours to aid discovery within our supply base at the earliest timeframes.
- Be the go-to contact for our wider innovation teams to lead the the co-creation and refinement of physical concepts/prototypes with specific expertise in taste, flavour and quality to drive and maintain standards throughout the full NPD process.
- Ensure we maintain a wide assortment of products in incubation across multiple categories.
- Lead, inspire and evolve Yeo Food activities to enhance the co-owner and customer experiences.
- Accountable for the cleanliness and hygiene practices in the YV Food Hub

What good looks like for this role

- Relentless focus on food and identifying opportunities to make food part of the narrative in new and exciting ways for customers and co-owners.
- Displays leadership and has an unwavering desire to understand every opportunity to add value to the customer.
- A passion for people, proactively nurturing and coaching talent. Transferring skills to enable succession.
- Role models excellent behaviours and leads by example, ensuring that innovation activities evolve each time they are completed
- Works collaboratively across the organisation displaying collaborative and strategic ways of working, especially within teams.
- Wide knowledge of retailer categories and their differing manufacturing processes.
- Broad knowledge of ingredients, flavours and identifying gold standard benchmarks with the ability to create recipes from scratch.
- In depth knowledge of scaling up culinary techniques to a factory setting.
- An inspirational voice on the topic of food and culinary principles.

TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED



HR use

Date of last review:

Job reference no:

Job level:

Job family:

TOGETHER



AMBITIOUS



DISTINCTIVE



TRUSTED